

February 18, 1999 Puget Sound Photographic Collector's Society, Inc.

Vol. XX , No. 5

WHAT	NEXT REGULAR MEETING OF PSPCS
WHERE	DES MOINES MASONIC TEMPLE 2208 S. 223rd ST. (Take Midway exit #149 west off I-5...go to first stop light west of Pacific HWY. S...turn right.)
WHEN	Thursday, February 18, 1999..7:30 till 10:00 pm (Doors open about 6:30)
WHY	Short business meeting..auction (one item-lot-per-member please)..door prize..Show & Tell..member sell & trade tables (free to members, please cover during business meeting/program.) <u>PROGRAM:</u> Members, please bring your favorite subminiature cameras and share with the membership.

TIRED OF BEING ASKED FOR 99 DUES?

Well, we feel your pain. This is the last month we will bother you with a reminder. After this issue of the Bellows, if you have not paid your \$10.00 dues for 1999, you will be removed from the membership list.

Please look at your mailing label. If it has a sad face you still need to pay. Shirley says her records are through February 2. If you paid after that date... Never mind. If you are leaving us, Hail and farewell! You will be missed.

DID YOU KNOW?

That from Eugene, Oregon to the south to Victoria & Vancouver, B.C. in the north; there are more than twelve camera shows for you to attend each year. And, that does not even count Gary Sivertson's yearly garage sale.

AND SPEAKING OF CAMERA SHOWS:

The Portland Photographer! Forum 17th annual Camer Swap Meet is Saturday, March 20th 10 to 4 at the Collector's Market 8900 N. Vancouver Ave. Portland. (former Pay-n-Pak). Call (503) 557-9196 for info.

The 45th Houston Camera Show and Sale is on March 20th & 21st. Contact: Leonard M. Hart (773) 868-9606.

Vancouver B.C. Camera Show & Swap Meet is on April 11th. Contact Siggi (604) 941-0300. Show will be held at Jericho Hill Centre, 4196 W. 4th Ave. Vancouver B.C.

This Month's Mystery Question(s)-

Answers at end of Newsletter.

As the Century Turns you will hear all too much of this sort of thing, but *U.S. News and World Report* lists the two most significant products introduced in 1900: The **Kodak Brownie box camera** and the **paper clip**. They didn't say which was the more important.

However, according to Brian Coe's *Kodak Cameras, the First Hundred Years*, at least three Kodak camera lines changed the face of amateur photography, one before and two after the turn of the century:

1. In 1888 the #1 Kodak was introduced. Approximately, how many were sold?
2. In 1900 the #1 Brownie Camera was introduced. Approximately, how many were sold?
3. In 1963 the Instamatic Camera was introduced. Approximately, how many were sold?

****BACKSIDE INFORMATION****

January meeting of P.S.P.C.S. came to order at 7:34. There were 48 members and 3 guests in attendance. Minutes of the December meeting were approved as read. Treasurer Shirley reported we still had funds.

UNFINISHED BUSINESS:

Secretary Shirley reported 132 members had paid their 1999 dues; 102 have yet to pay.

Darrel Womack gave a report on the show button design contest for 1999. There is one entry in..one on the way from an Oregon member..and several members said they were working on a design. All designs must be in by the meeting on February 18th.

Portland show on January 23rd was discussed. Gary said \$175.00 had been spent on advertizing. (The show turned out to be very small. Ed.)

Discussion on an inter-club swap gathering was postponed.

The Show committee reported that the Hospitality room will be in the same place as last year. If 40 rooms are reserved we will get the hospitality suite for free. All club members will get a show display sign up form with their February Bellows. It was pointed out that you did not have to have a sales table in order to have a display table. The committee felt they were right on schedule.

NEW BUSINESS:

Shirley gave year end treasurer's report and invited all members in attendance to have a look at her figures if they so desired. No one moved.

AUCTION:

Five items were auctioned..one did not sell..the others earned \$65.00 for their old owners.

SHOW & TELL:

Five members had interesting show and/or tell.

PROGRAM:

The program was to have been sub miniatures of members from their collections. However, only Bill Kimber remembered to bring one so we will try it again in February.

DOOR PRIZES:

Bob Fisher won a cup with film and Dale Olsen won a camera book.

Meeting adjourned at 9:05 p.m. for more trading and nummie munching.

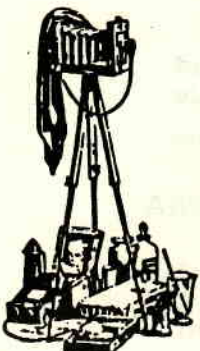
Do It Now! Renew Your Membership for 1999

THE BELLOWS Newsletter is published 9 times per year by Puget Sound Photographic Collector's Society, Inc. Information for The Bellows should be sent to: Bill Kimber 1413 Weathervane Dr., Tacoma, WA 98466-5712 (253) 564-4046

The P.S.P.C.S. internet address is: <http://www.geocities.com/eureka/park/3740/>

Dues are \$10.00 per year and should be sent to Secretary/Treasurer Shirley Sparrow, 300 Pease Road, Cle Elum, WA 98922 (509) 674-1916. P.S.P.C.S. members receive first notification of our last Saturday in April yearly show.

PRESIDENT: DAVE STUDEBAKER, (253) 582-4878



The following edited report is from P.S.P.C.S.'s resident "snow bird" Bill Adams who is wintering in Sun City, Arizona. Bill decides to attend a camera show held in Phoenix on January 23rd. Here is what he had to say. Thanks, Bill. Ed.

Sandy Fritz, the show promoter and owner of Fritz Collectible Cameras of Phoenix, was able to find me a 1/2 table space. Terrific! I did some preliminary browsing, bought a couple of items, and then set up shop. Complimentary coffee and pastries for sellers and assistants made it even nicer.

The show was relatively small, 55 tables with 38 sellers. The facilities were first class with excellent parking, good access and food service in the main hall. Aisles were nice and wide and tables were both 6' & 8' already covered with table cloths. Nice touch. Show hours were 10 am to 4 pm and by the end the attendance was 275 plus.

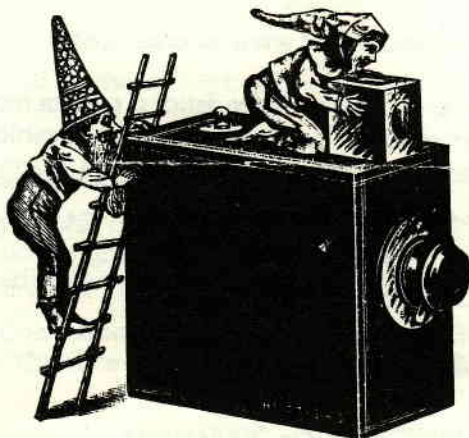
Inventory on the tables was primarily "user" equipment (whats new? Ed.) with very little wood, leather and brass; and no images whatsoever. However, one seller did have one of those early street photographer's cameras shaped like a small cannon in either chrome or nickle plate, tripod mounted, with the drop can underneath the camera for developing the film. A very interesting piece. By the time I thought about going back to ask the price it was gone!

Asking prices of items ranged from very reasonable (the minority) to middle of the road to very pricey. An example of some of the asking prices follows: (All items listed were in Exc+ to Mint condition.)

Contax 111a C/D w/ 1.5....\$495	Retina 111C (large C)....\$495
Rolleicord Vb w/case.....\$550	Rollei SL w/3 lenses.....\$375
Modern Kodak stereo w/cap & case...\$195	Yashioamat 124G.....\$275
Super Ikonta B (pre-war)..\$185	Charlie Tuna camera.....\$160
Nikon SP ch. body w/Nikon motor drive....\$4,000	Nikon S2 ch. body blk. dials..\$775

I had a small amount of inventory with me, mostly 2 pro-level medium format SLR outfits. I sold the 1st one just before noon. Got a nice chunk of cash and a very minty early Nikon F w/a nice working Photomic FTn meter head and 4 Nikon lenses in trade. My table partner had his eye on the 2nd MF outfit, a Mamiya RB67 w/127/3.8 lens in "user" condition. Just before closing time I traded him even for another Nikon outfit with 4 very clean Nikon lenses and a Contaflex Super outfit with 4 lenses..including the Zeiss Pro-Tessar 1:1 close copy macro lens. The latter is an item I had never seen before.

I was impressed with the friendliness and congeniality of the staff; as well as my fellow sellers and also the customers. There was lots of good natured bantering and western style humor throughout the day. Sandy Fritz and his staff did an excellent job and I certainly hope to be back next year with a reservation for a full table.



Gnom-Camera

More than any other company, Eastman Kodak was responsible for the popularization of photography, which, until the creation of the Kodak box camera, had been the province of dedicated professionals or wealthy amateurs. Towards the turn of the century, Kodak launched an advertising campaign whose subtle tone and charming images depicted Kodak cameras in myriad situations – travel, holidays, informal family gatherings. Because photography was quite new to the middle class, to whom the ads appealed, the ads also served to teach people how to use photography, and about the role it could play in documenting their lives. Kodak's ad campaign ambitiously sought to make its cameras inseparable from Americans' daily lives: A Kodak would be there from the moment the baby took her first steps to her wedding day and beyond.

Although Kodak's turn-of-the-century advertising campaign was aimed at increasing the use of photography among the masses, its ads continued to feature upper class people leading leisurely, carefree lives. With slogans like "Kodak as you go", "Take a Kodak with you", and "All outdoors invites your Kodak", the ads stressed movement, travel, and an active exploration of the world, from exotic countries abroad to the quietly beautiful American countryside. With its decidedly upper class milieu, the ad campaign hoped to strike a chord with the middle class. With a Kodak, the ads implied, you can possess the world, capture it, make it yours. While a trip to China or a luxurious ski vacation might not be affordable to every Kodak consumer, the right to observe and create images of the world was.

The advertising campaign established Kodak as an indispensable part of family life. Whereas, previously, photography had been used mainly by professionals in rigid studio setups, Kodak successfully changed the camera's role from a static, formal, uninvolved observer to that of personal and intimate friend, an active participant in the ebb and flow of daily life. The "Let the children Kodak" and "At home with the Kodak" series of ads, capture intimate family moments, even with children using the Kodak. The camera, acting as an extension of the photographer, became a tool with which to establish and explore personal relationships between friends and family. Kodak was an honored guest at the family table.

Kodak's strategy to domesticate photography prominently featured women. The ads often depict women with family members or friends, yet just as frequently, the ads show women alone, with the camera now assuming the role of companion. In addition, a surprising number of ads are of women exploring the outdoors alone and outside the home. These images of independent female photographers appealed to women as they gained power in society and created an identity outside the sphere of the home.

The Kodak advertising campaign, by reflecting the way Americans lived, encouraged people to use the camera to tell their own stories. Kodak's focus on the casual and everyday uses of the camera functioned internationally to bring photography to millions of people. Its ad campaigns, devoted purely to sophisticated product marketing, eventually earned Kodak a permanent place in America's pantheon of cultural icons.

by Sarah Jensen

see: kodakessay.html at www.photoarts.com

Notice: Articles, editorial opinions, product recommendations, camera repair procedures, etc., that appear in *Caught on the Internet* do not necessarily reflect the opinions or policies of the Chicago Photographic Collectors Society.

Thanks to The Photographic Historical Society for this month's Mystery Question. Ed.

Answers to This Month's Mystery Question(s)-

1. In 1888 the No 1 Kodak sold approximately 5000 units
2. In 1901 the #1 Brownie sold approximately 500,000 units
3. In 1963 the Kodak Instamatic camera line sold 60-70 million units and probably many more made overseas that were not accounted for